



County of Los Angeles
CHIEF ADMINISTRATIVE OFFICE

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DAVID E. JANSSEN
Chief Administrative Officer

October 8, 2003

Board of Supervisors
GLORIA MOLINA
First District

YVONNE BRATHWAITE BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

To: Supervisor Yvonne Brathwaite Burke, Chair
Supervisor Gloria Molina
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: David E. Janssen
Chief Administrative Officer

PUBLIC STATEMENT: PROPOSED "310" AREA CODE SPLIT

Pursuant to your Board's instruction of September 23, 2003, my office has prepared the attached statement: 1) opposing the implementation of the proposed "310/424" area code split, 2) encouraging the California Public Utilities Commission (CPUC) to pursue conservation measures to preserve the availability of phone numbers in the "310" area code, and 3) supporting the CPUC's petition to the Federal Communications Commission requesting quick implementation of a "technology specific overlay."

You will note that the locally affected entities' cost estimates field is currently left blank. My staff is in the process of collecting this data from the agencies and will update the statement accordingly. Additionally, the South Bay Area Chambers of Commerce is expected to provide similar data to my office for inclusion in the statement.

A representative of the County's Legislative Office in Sacramento will be present at the CPUC meeting on October 16, 2003 to deliver and read the statement for the record. My office will also transmit the September 23, 2003 Board order and a copy of the statement, once completed, to all "310" area code State Assemblymembers, State Senators, Mayors, United States Congressmembers and Chambers of Commerce, and the Council of Governments in the Westside and South Bay areas urging them to support your Board's position.

Please contact me if you have any questions or comments or your staff may contact Martin Zimmerman or Chris Foley of my staff at (213) 974-1326 and (213) 974-1197, respectively.

DEJ:LS
MKZ:CF:nl

Attachment

c: Executive Officer, Board of Supervisors
County Counsel
Interim Director of Internal Services

**COUNTY OF LOS ANGELES PUBLIC STATEMENT OPPOSING THE PROPOSED
"310/424" AREA CODE SPLIT**

In accordance with the unanimous vote of our Board of Supervisors on September 23, 2003, we are formally opposing the proposed "310/424" area code split. We contend that the proposed changes will require reprinting of stationary, business cards, marketing materials, and updating of websites while residents will have the onus of informing family, friends, credit card companies, insurance carriers and virtually everyone who has and needs their telephone number. A recent survey of cities, school districts and special districts located in the proposed "424" area code indicates that these entities will be burdened with additional costs for the replacement or reprinting of materials and updating of contact information affected by an area code change. Costs to these agencies are estimated at [dollar figure]. Additionally, the South Bay Area Chambers of Commerce has collected similar data from large, midsize and small businesses and estimates that the total cost to these entities is [dollar figure].

Furthermore, we are urging the CPUC to allow the "310" area code conservation efforts to be implemented and the 16 rate centers in the "310" area code to exchange blocks of numbers so that a zone does not run out of "310" numbers. We contend that recent actions have been instrumental in conserving numbers in the "310" area code. There are currently new plans that have been approved to allow unassigned number porting, geographic portability between rate centers, as well as the contamination issue, which has recently freed up over 260,000 numbers. At current consumption levels it would take years to exhaust the supply of available numbers. In recent meetings with South Bay elected officials, business people and other community leaders, CPUC Commissioners and staff indicated that the "310" area code currently has 7.9 million numbers of which only 5.9 million have been assigned.

Additionally, we strongly support the CPUC's recommendation to the Federal Communications Commission (FCC) for quick implementation of a technology specific overlay. A technology specific overlay would permit existing machine telephone lines to utilize the new "424" area code and help to avoid splitting the "310" area code. The overlay would allow machine telephone lines including ATMs, credit card machines, cash registers, gas pumps, burglar alarms, and other similar devices to be placed into a new area code overlay, which will again assist in the conservation of numbers. The technology specific overlay would be of no inconvenience or have very limited financial impact on the business community, public sector entities or residents and would make thousands of numbers available for personal use in the "310" area code. Further, the overlay would not impact cellular telephone numbers and companies.

At this time, citizens need to voice an emphatic 'No' on the proposed "424" area code and demand that the conservation efforts be allowed to proceed to determine if a new area code will be needed. We feel that the South Bay-Westside region should be allowed to be a model for the efforts to conserve numbers before area code splits are considered. The division of the "310" area code would impact small and large businesses, local government jurisdictions and agencies, local area residents and be a problem for the elderly who may have to call a new area code for their doctors or other emergency services. As demonstrated above, the financial impact will be significant.

Thank you for your favorable consideration.